



# AHP: Local Networking Events

## Your Starter Guide to hosting local networking events for healthcare development professionals

Although AHP’s “organization by region” was consolidated in 2013, we still encourage the activities of smaller, localized, and more personal healthcare philanthropy networking.

Informal local gatherings of healthcare fundraisers can:

- Offer nearby and face-to-face mentoring opportunities and support
- Allow for more intimate, complex, and frequent conversations

In this guide, we hope to provide our local healthcare fundraising communities a framework to host and execute small group AHP networking events.

# LOCAL NETWORKING EVENT GUIDELINES

## **AHP Name and Logo**

While you may use the Association's name in promotion and organizing, you must agree to strictly follow the expectations laid out in the **AHP Style Guide** (attached). You may not use the Association's name in any contract language or financial agreements.

## **AHP Materials and Collateral**

If requested within 15 days of your event, AHP will provide you with printed materials such as membership applications, information regarding upcoming AHP events, and other member benefits.

## **Best Practices**

We are happy to provide the points of contact from previous local event organizers who may be able to assist in answering your questions and give logistical advice.

## **Event Invitations**

The AHP will pull a list of potential invitees from our membership database for your review; and upon approval, will send out a templated email invitation to that list. AHP asks that **invitation requests be submitted at least 4 weeks prior to your event.**

AHP may not:

- Give out contact information - all invitations must originate from AHP
- Financially support the local event
- Provide advice for location selection, etc.

## **Help us to Promote and Leverage your Event**

- AHP will promote your event on our social media channels; including LinkedIn, Facebook, and Twitter.
- AHP will provide you with a specific Huddle Peer Group for your event, so the conversation may be maintained after its occurrence. (Ex: "2017 Local Networking Event: Ohio Happy Hour and Roundtable")
- AHP asks you to provide photos post-event to upload on social media and the AHP website
- AHP asks that you complete a brief post-event survey that describes key points that were discussed

- In some instances, AHP may request that you pose a specific discussion item to your event attendees, and report back key findings

## HOW TO

### Start Planning

Consider who you would like to be involved in planning your program, and form a committee of small planning group. Consider involving:

- AHP Members looking to engage and volunteer
- Potential AHP members
- Healthcare practitioners
- Community leaders interested in local promoting or improving local healthcare

### Committee Meetings and Assignments

- **Nominate a chairperson:** Determine the best person to schedule meetings, keep the group focused on planning and delegate responsibilities
- **Agenda:** Keep meetings to a short, manageable time period. Plan a detailed meeting agenda, and stick to it
- **Stay organized!** Use Google Docs or another calendar format to stay task-oriented and on schedule. (is this something we can facilitate? Like via the Huddle?)
- **Determine action items and assign logistical responsibilities:** Who is responsible for location selection and payment? Who is responsible for RSVPs? Who is responsible for refreshments? Who will be in charge of A/V? Who will sign contracts, if needed?

### Event Ideas

Make it interactive! Determine your value proposition and objectives. What would people like to learn? Consider happy Hours with a theme - offer [headshots](#) or other “draws” beyond drink specials; pre-office hours weekday breakfast or coffee meet-ups; [Sharing Events](#); book clubs; or industry presenters with interactive question and answer sessions.

### Where and When

- Avoid industry conflicts. Be aware of timing - avoid holidays, other industry conflicts, etc. For example: weekends will be more expensive, if you want to rent a facility

- Pick a location that will be comfortable for a variety of personalities and ages - remember to be inclusive
- Consider the level of potential noise volume in order to encourage conversation
- Consider other details, like parking availability
- Ensure the proper paperwork and permits are fulfilled, if necessary

## Invitations

Consider prospective AHP members who are in your city or region.

- Community healthcare professionals
- Community event planners
- Think outside the box: consider community leaders or successful volunteers outside the healthcare industry!

## Additional Marketing and Promotion

How else can you reach the right audience?

- The AHP Huddle: Post details of your event on the [AHP Member Forum](#)
- Word of mouth - do not underestimate your volunteer/committee's own professional network
- Local related groups in the industry: alumni groups, other fundraising organizations
- Make sure your attendees know your event hashtag for social media (ex: “#DallasAHPNight17”)

## Questions or Input?

Let's get started! Contact the [AHP Membership Team](#) if you have questions or would like to connect with health care fundraisers in your city.